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30th Annual Edition

Newspaper and Newsprint Facts at a Glance 1987-88

Newsprint Information Committee
420 Lexington Avenue
New York, N.Y. 10017

Canadian Pacific Forest Products

Fletcher Challenge Canada

Kruger

Maclaren

MacMillan Bloedel

Quebec and Ontario Paper

Rothesay Paper

To The Reader:

The Canadian newsprint producers who make up the Newsprint Information Committee are pleased to bring you this, the thirtieth annual edition of Newspaper and Newsprint Facts at a Glance.

We hope you will find this compendium of information about the newspaper and newsprint industries useful.

If you have any suggestions concerning material in this booklet, we would welcome them.

A list of the Canadian newsprint producers constituting the Newsprint Information Committee appears on the following page.

THE NEWSPRINT INFORMATION COMMITTEE

Members of the Newsprint Information Committee and their service representatives in the United States:

Canadian Pacific Forest Products Ltd.
Canadian Pacific Forest Products

Fletcher Challenge Canada Ltd.
Fletcher Challenge Paper Company

Kruger Inc.
Kruger Pulp and Paper Sales, Inc.

James Maclaren Industries Inc.

MacMillan Bloedel Limited
Powell River-Alberni Sales Corp.

Quebec and Ontario Paper Company Ltd.

Rothesay Paper Ltd.
Irving Forest Products, Inc.

NEWSPRINT INFORMATION COMMITTEE
420 Lexington Avenue, New York, NY 10017
(212) 697-5600

1988 NEWSPRINT CAPACITY BY PRODUCERS

Canadian Mills	1988 Capacity* in Metric Tons	
Abitibi-Price Inc. (Group Total)		1,665,000
Alma, Que.	189,000	
Beaupre, Que.	46,000	
Chandler, Que.	221,000	
Fort William, Ont.	132,000	
Grand Falls, Nfld.	241,000	
Iroquois Falls, Ont.	249,000	
Kenogami, Que.	105,000	
Pine Falls, Man.	172,000	
Stephenville, Nfld.	149,000	
Thunder Bay, Ont.	161,000	
Boise Cascade Canada Ltd.		
Kenora, Ont.		239,000
Bowater Mersey		
Liverpool, N.S.		218,000
Canadian Pacific Forest Products Limited (Group Total)		1,489,000
Dalhousie, N.B.	276,000	
Gatineau, Que.	553,000	
Thunder Bay, Ont.	408,000	
Trois-Rivieres, Que.	252,000	
Consolidated-Bathurst Inc. (Group Total)		940,000
Grand' Mere, Que.	180,000	
Port Alfred, Que.	372,000	
Shawinigan Falls, Que.	308,000	
Trois-Rivieres, Que.	80,000	
Domtar Inc. (Group Total)		262,000
Dolbeau, Que.	154,000	
Donnacona, Que.	41,000	
Red Rock, Ont.	67,000	

*Preliminary

Canadian Mills (cont.)	1988 Capacity* in Metric Tons	
Donohue Inc. (Group Total)		522,000
Amos, Que.	177,000	
Clermont, Que.	345,000	
Fletcher Challenge Canada Limited (Group Total)		940,000
Crofton, B.C.	459,000	
Elk Falls, B.C.	481,000	
Kruger Inc. (Group Total)		792,000
Bromptonville, Que.	201,000	
Corner Brook, Nfld.	333,000	
Trois-Rivieres, Que.	258,000	
James Maclaren Industries Inc. Buckingham, Que.		181,000
MacMillan Bloedel Ltd. (Group Total)		730,000
Port Alberni, B.C.	230,000	
Powell River, B.C.	500,000	
Quebec and Ontario Paper Company Ltd. (Group Total)		727,000
Baie Comeau, Que.	422,000	
Thorold, Ont.	305,000	
Reed Inc., Quebec, Que.		432,000
Rothesay Paper Ltd. St. John, N.B.		325,000
St. Raymond Paper Ltd. St. Raymond, Que.		32,000
F. F. Soucy Inc., Riviere-du-Loup, Que.		162,000
Spruce Falls Power & Paper Co. Ltd. Kapuskasing, Ont.		347,000
Stora Forest Industries Point Tupper, N.S.		157,000
TOTAL CANADIAN CAPACITY		10,160,000

*Preliminary
Source: Canadian Pulp & Paper Assn.

United States Mills	1988 Capacity* in Metric Tons	
Augusta Newsprint Co., Augusta, GA.		349,000
Bear Island Paper Co., Doswell, VA.		203,000
Boise Cascade Corp., (Group Total)		499,000
DeRidder, LA.	318,000	
Steilacoom, WA.	181,000	

United States Mills (cont.)	1988 Capacity* in Metric Tons	
Bowater Inc. (Group Total)		923,000
Calhoun, TN	719,000	
Catawba, SC	204,000	
Champion International (Group Total)		785,000
Lufkin, TX	363,000	
Sheldon, TX	422,000	
FSC Paper Co. L.P., Alsip, IL		107,000
Garden State Paper Co., Inc. (Group Total)		318,000
Garfield, NJ	197,000	
Pomona, CA	121,000	
Great Northern Paper Co.		
E. Millinocket, ME		299,000
Inland Empire Paper Co., Millwood, WA		66,000
James River Corp., Wauna, OR		48,000
Kimberly-Clark Corp., Coosa River Newsprint Div.		
Coosa Pines, AL		395,000
Manistique Papers, Inc.		
Manistique, MI		53,000
North Pacific Paper Co., Longview, WA		474,000
Smurfit Newsprint Corp. (Group Total)		561,000
Newberg, OR	350,000	
Oregon City, OR	211,000	
Southeast Paper Manufacturing Co., Dublin, GA		205,000
Stone Container Corp.		
Snowflake, AZ		258,000
TOTAL U.S. CAPACITY		5,543,000

*Preliminary
Source: American Paper Institute and
American Newspaper Publishers Assn.

NORTH AMERICAN NEWSPRINT
CAPACITY, PRODUCTION, CONSUMPTION, SOURCES OF SUPPLY

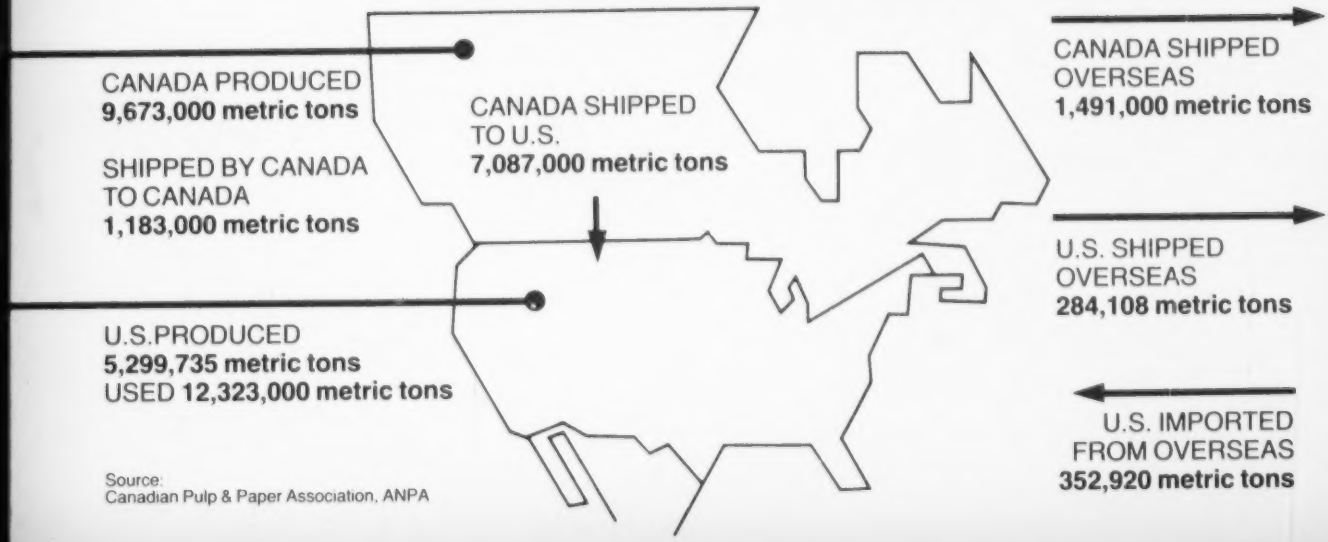
Sources: ANPA, Canadian Pulp & Paper Assn., API

	1988[1,3] Metric Tons	1987[3] Metric Tons	1978[3] Metric Tons	1968[4] Metric Tons
CAPACITY				
U.S. Mills	5,543,000	5,460,000	3,759,000	3,106,000
Canadian Mills	10,160,000	9,925,000	8,980,000	8,759,000
	15,703,000	15,385,000	12,739,000	11,865,000
PRODUCTION				
U.S. Mills	NOT AVAILABLE	5,299,735	3,418,000	2,762,000
Canadian Mills		9,673,000	8,842,000	7,286,000
		14,972,735	12,260,000	10,048,000
U.S. CONSUMPTION				
By all Users		12,323,000	9,877,000	8,461,000
By Daily & Sunday Newspapers		9,124,666[2]	7,630,521	7,166,059
% of total consumption		74%[2]	77.3%	84.7%
U.S. SOURCES OF SUPPLY				
From Canada		56.9%	66%	65%
From U.S.		40.3%	34%	32%
From Overseas		2.8%	0%	3%

1. Preliminary. 2. See footnote, page 15. 3. Calculations are based on 30 lb newsprint basis weight. 4. Calculations are based on 32 lb newsprint basis weight.

To convert metric tons to short tons, multiply by 1.1023.

FLOW OF NORTH AMERICAN NEWSPRINT, 1987



Source:
Canadian Pulp & Paper Association, ANPA

CANADA LEADS WORLD IN NEWSPRINT PRODUCTION

Source: CPPA

1987
Production, 000's*

Nation	Metric Tons	Percent of Total
Canada	9,673	32.1
United States	5,300	17.6
Japan	2,666	8.8
Sweden	1,976	6.6
U.S.S.R.	1,700	5.6
Finland	1,308	4.3
West Germany	830	2.8
Norway	788	2.6
Britain	491	1.6
Australia	411	1.4

*Estimated
Total World Production (1987 Est.)—30,158,000 metric tons
(Total includes Peoples' Republic of China.)

U.S. IS WORLD'S LEADING CONSUMER OF NEWSPRINT

Source: CPPA

1987
Consumption, 000's*

Nation	Metric Tons	Percent of Total
United States	12,323	40.7
Japan	2,985	9.9
Britain	1,611	5.3
West Germany	1,433	4.7
U.S.S.R	1,354	4.5
Canada	1,183	3.9
France	648	2.1
Australia	644	2.1
Italy	496	1.6
India	475	1.6
Netherlands	455	1.5

*Estimated
Total World Demand (1987 Est.)—30,389,000 metric tons
(Total includes Peoples' Republic of China.)

THE PRICE OF NEWSPRINT—1937–1987*

	Short Tons
1937	$ 42.50
1938	50.00
1939	50.00
1940	50.00
1941	50.00
1942	50.00
1943	54.66
1944	58.00
1945	60.25
1946	72.25
1947	88.50
1948	97.67
1949	100.00
1950	101.00
1951	111.00
1952	121.00
1953	126.00
1954	126.00
1955	126.00
1956	130.00
1957	133.00
1958	134.00
1959	134.00
1960	134.00
1961	134.00
1962	134.00
1963	134.00
1964	$134.00
1965	134.00
1966	136.92
1967	140.50
1968	142.00
1969	147.00
1970	152.00
1971	157.33
1972	164.58
1973	175.00
1974	210.00
1975	260.00
1976	282.50
1977	302.50
1978	320.00
Metric Tons	
1979	$386.11
1980	436.50
1981	482.50
1982	495.00
1983	484.25
1984	515.40
1985	535.00
1986	543.75
1987	590.00

*Annual average contract price per ton delivered at New York City. Prices through 1973 are for 32-lb. paper; thereafter for 30-lb. One metric ton equals 1.1023 short tons.

NEWSPRINT AS AN ELEMENT OF TOTAL PUBLISHING COST

Typical dailies	1986	1987
Daily of 1,000,000 + circulation	22.7%	24.1%
Daily of 250,000 circulation	25.2%	25.6%
Daily of 50,000 circulation	21.0%	20.9%
Daily of 9,000 circulation	13.4%	13.5%

(85% of all dailies have less than 50,000 circulation)

U.S. NEWSPRINT CONSUMPTION

1957-1987

Year	Short Tons (Thousands)	Year	Short Tons (Thousands)
1957	6,436	1974	10,102
1958	6,229	1975	9,172
1959	6,704	1976	9,577
1960	6,962	1977	10,228
1961	6,919	1978	10,878
1962	7,018		
1963	7,075		Metric Tons
1964	7,539	Year	(Thousands)
1965	8,016	1979	10,199
1966	8,580	1980	10,088
1967	8,660	1981	10,164
1968	8,744	1982	10,108
1969	9,239	1983	10,589
1970	9,117	1984	11,431
1971	9,248	1985	11,587
1972	9,938	1986	11,937
1973	10,195	1987	12,323

Source: ANPA, CPPA

Note: Tonnage for years prior to 1974 has been recalculated to a 30-pound basis for comparative purposes.
To convert short tons to metric tons, divide short tons by 1.1023.

NEWSPRINT MISCELLANY

Basis Weight/Grammage

The weight in pounds of a ream (500 sheets) of newsprint 24 by 36 inches (equal to 3,000 square feet) is its basis weight. Virtually all U.S. and Canadian newsprint capacity is on a nominal 30-lb. basis weight standard. In metric terms, this is expressed as grammage, or the weight in grams of one sheet of newsprint measuring one square meter. Thus a 30-lb. basis weight is equivalent to a grammage of 48.8 (more frequently expressed as 48.8 g/m^2).

Basis weight/grammage conversion tables appear on page 27.

Newsprint Storage

ANPA/RI recommends storing newsprint at a temperature of 60° to 70° F. Newsprint that has been in transit under frigid conditions should be kept in a warm storage room several weeks before it is used on press.

Unwound newsprint gives up or takes on moisture in seconds; therefore, says ANPA/RI, most experts recommend that the pressroom environment be maintained at 45 percent relative humidity. Many newspapers have humidity control devices in their pressroom air handling systems or supplemental humidity units operating in the pressroom areas. Proper humidity conditions definitely aid runability.

Newsprint and Environment

Wood for newsprint is a renewable natural resource. In Canada, it comes from nearly a million square miles of forest, 80 percent owned by the public. Wood is harvested in accordance with rules laid down by the provincial governments.

The forests are managed so as to give perpetual yield. The annual cut is far less than annual growth. Thus the current wood supply can be maintained in perpetuity. Mature trees left unharvested fall prey to fire, insects, disease, and decay.

Canadian mills are involved in a costly long-term anti-pollution program. Meanwhile, both government and industry researchers continue to seek improved methods of waste disposal.

Over four million tons of old newspapers are collected annually in the U.S. for recycling in the U.S. and overseas, according to the American Paper Institute. They go into such products as paperboard, wallboard, insulation and more than 1.4 million tons of reprocessed newsprint.

DATA ON U.S. NEWSPAPERS

	1987	1986	1977
U.S. Daily Newspaper Circulation[1]			
Morning Newspapers[2]	39,123,807	37,441,125	26,742,318
Evening Newspapers[2]	23,702,466	25,060,911	34,752,822
Total Dailies	62,826,273[3]	62,502,036	61,495,140
U.S. Sunday Newspapers	60,111,863[1,4]	58,924,518	52,429,234
U.S. Weekly Newspapers	51,691,451[5]	50,098,000	37,892,883
Average Pages Printed[6,7]			
U.S. Dailies			
A.M. Papers	94	91	59
P.M. Papers	78	77	50
Sunday Papers	351	351	177
Advertising Expenditures			
U.S. Daily and Sunday Newspapers[6]	$29,412,000,000	$26,989,000,000	$10,751,000,000

1. Editor & Publisher. 2. 1987 figures for 511 morning and 1,166 evening dailies. 3. 1,645 total dailies; 32 "all-day" newspapers are counted in a.m. and p.m. figures, but only once in the total. 4. 820 Sunday newspapers. 5. ANPA; 7,498 weekly newspapers; includes paid and free circulation newspapers. 6. Newspaper Advertising Bureau. 7. Includes preprints on a linage basis.

LARGEST U.S. DAILIES

Circulation*		1987 Newsprint Usage** (Metric Tons)
2,025,176	The Wall Street Journal (m)	173,942
1,345,721	USA Today (m)	140,000
1,283,302	New York Daily News (m)	176,610
1,132,920	Los Angeles Times (m)	419,000
1,078,443	The New York Times (m)	353,200
810,011	The Washington Post (m)	244,942
774,045	Chicago Tribune (m)	210,686
688,211	The Detroit News (all day)	128,964
665,218	Newsday (all day)	152,432
647,763	Detroit Free Press (m)	93,631

*ABC FAS-FAX figures as of March 31, 1988. Source: Audit Bureau of Circulations.
**Independent verification.

LARGEST U.S. NEWSPAPER COMPANIES (Ranked by Daily Circulation)

Company	Daily Papers	Daily Circulation[1]	Sunday Papers	Sunday Circulation[1]
Gannett Co.	89	6,104,578	65	5,594,668
Knight-Ridder Newspapers	30	3,910,996	25	4,736,245
Newhouse Newspapers	25	2,939,984	22	3,463,321
Tribune Co.	9	2,761,217	7	3,638,972
Times Mirror	8	2,610,097	7	3,140,834
Dow Jones	24	2,587,646	12	429,046
New York Times Co.	27	1,950,578	17	2,508,438
Thomson Newspapers	109	1,907,184	56	1,287,002
Scripps-Howard Newspapers	23	1,676,623	10	1,732,472
Hearst Newspapers	15	1,445,343	11	2,529,617

1. Average for six months ended March 31, 1988.
Source: Morton Research, Lynch, Jones & Ryan.

NEWSPAPER NEWSPRINT CONSUMPTION BY STATES*
(Metric Tons)

	1987	1986	Percent Increase/ Decrease
New England States			
Connecticut	120,126	103,844	+ 15.7
Maine	27,079	24,375	+ 11.1
Massachusetts	328,674	307,492	+ 6.9
New Hampshire	23,878	21,059	+ 13.4
Rhode Island	43,541	41,010	+ 6.2
Vermont	8,523	8,716	– 2.2
Total	551,821	506,496	+ 8.9
Middle Atlantic States			
New Jersey	395,041	355,148	+ 11.2
New York	963,030	924,216	+ 4.2
Pennsylvania	429,585	430,116	– 0.1
Total	1,787,656	1,709,480	+ 4.6
South Atlantic States			
Delaware	18,722	16,952	+ 10.4
District of Columbia	254,302	241,695	+ 5.2
Florida	592,030	568,719	+ 4.1
Georgia	208,614	198,892	+ 4.9
Maryland	124,442	116,012	+ 7.3
North Carolina	170,114	159,656	+ 6.6
South Carolina	72,988	71,446	+ 2.2
Virginia	144,773	142,713	+ 1.4
West Virginia	32,284	29,904	+ 8.0
Total	1,618,269	1,545,989	+ 4.7
East North Central States			
Illinois	456,119	445,436	+ 2.4
Indiana	148,218	143,167	+ 3.5
Michigan	333,828	332,537	+ 0.4
Ohio	345,066	344,077	+ 0.3
Wisconsin	130,532	128,418	+ 1.6
Total	1,413,763	1,393,635	+ 1.4
East South Central States			
Alabama	76,920	73,747	+ 4.3
Kentucky	71,442	71,914	– 0.7
Mississippi	35,417	36,191	– 2.1
Tennessee	120,417	119,182	+ 1.0
Total	304,196	301,034	+ 1.1

	1987	1986	Percent Increase/ Decrease
West North Central States			
Iowa	74,023	73,612	+ 0.6
Kansas	41,935	42,158	– 0.5
Minnesota	135,663	128,161	+ 5.9
Missouri	180,190	171,347	+ 5.2
Nebraska	46,067	46,280	– 0.5
North Dakota	13,350	13,096	+ 1.9
South Dakota	10,895	9,649	+ 12.9
Total	502,123	484,303	+ 3.7
West South Central States			
Arkansas	59,697	48,679	+ 22.6
Louisiana	111,279	117,918	– 5.6
Oklahoma	71,216	79,205	– 10.1
Texas	659,329	710,621	– 7.2
Total	901,521	956,423	– 5.7
Mountain States			
Arizona	146,146	145,578	+ 0.4
Colorado	188,544	190,968	– 1.3
Idaho	15,521	15,793	– 1.7
Montana	12,299	12,714	– 3.3
Nevada	44,799	39,677	+ 12.9
New Mexico	28,986	29,062	– 0.3
Utah	35,202	37,719	– 6.7
Wyoming	6,119	6,379	– 4.1
Total	477,616	477,890	– 0.1
Pacific States			
Alaska	18,155	20,930	– 13.3
California	1,285,435	1,209,945	+ 6.2
Hawaii	30,956	27,868	+ 11.1
Oregon	93,806	93,570	+ 0.3
Washington	139,349	137,564	+ 1.3
Total	1,567,701	1,489,877	+ 5.2
TOTAL U.S.	9,124,666	8,865,127	+ 2.9

Source: ANPA

*This ANPA compilation reflects 1987 newsprint consumption by 1,726 dailies as well as some foreign language, college and special service publications such as trade newspapers. The 9,124,666 metric ton total represents 74 percent of the estimated total U.S. consumption of 12,323,000 metric tons by all users.

To convert metric tons to short tons, multiply by 1.1023.

RESEARCH FOR NEWSPAPERS

For nearly thirty years, the Canadian newsprint producers of the Newsprint Information Committee have financed research projects in behalf of their customers, the newspapers. By defining the newspaper medium's strengths, the research findings have helped sell tens of millions of dollars worth of newspaper advertising, reports the Newspaper Advertising Bureau.

The most recent project, approved in August 1988, is the twelfth under Newsprint Information Committee sponsorship with NAB. NIC's total contributions to newspaper ad research since 1960 total $850,000.

The current project, A Study of the Teenage Newspaper Audience, is being undertaken because the 15-year decline in frequency of newspaper reading has been especially pronounced among young people of the second TV generation.

Purpose of the research is to:

- Examine the comparative attractions of newspapers, other print media, and broadcast programming for teenagers of different social backgrounds;
- Provide editors and circulation executives with ideas that may help build teenage readership;
- Develop data on the teenage market and the positive aspects of newspaper coverage for use in advertising sales presentations.

A national sample of young people aged 12 to 17 is being interviewed to determine: (1) frequency of newspaper readership, including "yesterday" and "last Sunday;" (2) interest in different sections and elements of newspaper content, both news and features; (3) attitudes toward the local newspaper and perceptions of newspapers as an institution; (4) radio and TV listening and viewing habits; (5) readership of books and magazines; (6) other leisure activities; (7) shopping and buying habits; (8) personal values and aspirations.

Findings of this research will be published in 1989. Highlights of the eleven previous projects are presented below.

"Study of Newspaper Advertising Performance"

One of the continuing tasks in selling newspapers is to persuade advertisers who are television-oriented that the process of communicating in newspapers really is different from the process of getting messages from television.

In this study, 20 newspapers conducted 23 studies of 10 to 15 ads in specific issues of their newspapers.

The project provides hard data on the likelihood that a reader will open the specific page on which an ad appears and on the likelihood that the reader will take an interest in that particular ad.

NAB has found that the average reader sees about 80 percent of a newspaper and that his interest in any one ad is about four times higher if he is a prospective buyer than if he is unlikely to buy the product.

In addition to the readership interviews, the project has included a number of experiments. By measuring the brain activity of readers and tracking their eye movements across the page, the experiments found that the typical person does not so much read a newspaper as scour it for information. The reader's eyes dart, with surprising speed, across the newspaper's pages before pausing to read an item that proves of interest.

This indicates that newspaper reading is a much more dynamic process than previously realized. For advertisers, the findings mean that prospects for their goods and services are the very people most likely to spot their advertisements and then stop to read them.

The brain-wave analysis indicated surprisingly that mental activity was just as intense when readers were scanning the newspapers as when actually reading items of interest. Thus, the process of search seems to involve for most readers as much mental energy as the process of reading.

The study differs from earlier ones in that it emphasizes the exposure opportunity represented by page-opening and the high interest that active prospects have in specific ads. In the past, radio and television stations were able to misuse noting scores by suggesting that newspaper ads were seen or read by only a fraction of the readers. This current study refutes those assertions.

"Classified Advertising: Its Audience and its Consequences"*

This study focuses on four basic areas of classified advertising: automotive, employment, real estate and general merchandise. The study also deals with home deliveries versus newsstand and vending machine sales, readership of Sunday classified sections, and classified advertising in other sections of the newspaper, such as sports or business-financial.

Findings show that among U.S. adults who read a newspaper on an "average day":

- 24 out of 100 look at employment classified—a 60% increase over a 1971 figure of 15 out of 100.

- 23 out of 100 look at real estate classified—a 15% increase.
- 20 out of 100 look at automotive—another big jump of 67%.
- 28 out of 100 look at general merchandise classifieds—a 40% increase over 1971.
- 10 out of 100 look at recreational or sports equipment classified, and the same number look at classified ads for household services or other services.

On an average day also:

- 7% of adults (11 million people) are "actively looking" for a new job.
- 6% (9 million) are "actively looking" for a car.
- 5% (7.5 million) are seeking to rent a house or apartment.
- 5% (7.5 million) are looking for homes to buy.

The classified studies led to step-by-step marketing programs designed by NAB to show newspapers how they could sell more classified advertising.

*A 1979-80 survey by Response Analysis Corporation, financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"How the Public Gets Its News"*

The most comprehensive of its kind ever made, the study is being used as a guideline by hundreds of newspapers conducting localized research to improve readership.

Here are a few of the scores of findings:

1. Most people want more news in the paper rather than less news and more entertainment.

2. To build circulation, newspapers must focus on the occasional and infrequent readers rather than non-readers.

3. TV newscasts and newspapers are probably not in competition. Newscast viewers and newspaper readers are frequently the same people.

4. Infrequent readers are often poor, young, single, rural, and black.

The study produced fifteen detailed spinoff studies covering such subjects as readership, content, advertising, home delivery and patterns of exposures to the news in the mass media. The titles include:

- News Sources and Interests of Blacks and Whites
- The Personal Newspaper: Public Ratings of 34 Newspaper Subject Areas
- Young Adults and the Newspaper
- Influence of Childhood Exposure to Newspapers on Adult Habits

- Two Dimensions of News: Interest and Importance Ratings of the Editorial Content of the American Press
- Readership and Coverage of Science and Technology in Newspapers
- The Home Delivery Population: Characteristics and Readership Patterns
- The Newspaper Advertising Audience: Public Interest in Advertising and Shopping Behavior
- Identifying Prospects for the Newspaper: Frequent Readers, Infrequent Readers and Nonreaders

* A 1978 survey by Audits & Surveys, Inc., financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"Shoppers on the Move"*

Based on nearly 18,000 interviews in five leading markets across the country, this study charted shoppers' travel patterns. It was designed to aid retailers in planning media strategy for advertising and promotion. The research determined who the shoppers are, how far they drive, and how much they have to spend.

Shopping is a pleasure: Most women shop once a week for general merchandise items; more often than going to church, to a movie, or out to dinner.

Shoppers love to travel: Nearly nine out of 10 shopping visits in all markets were made by car—even half of downtown shopping is by car. Only 33 percent shop mostly in neighborhoods, while 67 percent either range far and wide or divide their shopping equally between nearby and more distant stores.

High income shoppers travel farther: Among families with $15,000 or more a year, 52 percent of shopping visits are more than five miles from home. For incomes under $10,000, the figure drops to 36 percent.

Under-35s travel farther: Shoppers 18 to 34 years old go five miles or more from home in 49 percent of their shopping visits; in the 35-to-64 age group the figure is 43 percent. These are prime customers.

Shoppers don't plan in advance: 53 percent say they are in the shopping area because of some immediate need, so day-in, day-out advertising is vital.

The market is thin: Even for a very popular item such as personal hosiery, less than 2 percent of all women are in the market on a given day.

Food shopping: This is the most frequent kind of retail shopping. Out of all store visits for all purposes, 41 percent are to supermarkets or food stores. Seven out of ten women make at least one major trip per week, and regular newspaper readers make more major shopping

trips than nonreaders do. About half of all women patronize two or more stores over a four-week period. In addition, women do not confine their major food and grocery buying trips to a single shopping area: in the course of four weeks, 24 percent of the shoppers went to two areas for the major food trip, and 8 percent went to three or more.

Movie-going: Overall, 28 percent report attending one or more movies in the last month. Movie-going is most common among the young and the well educated. Nearly two-thirds (64 percent) of all movie-goers attended theaters only outside their own neighborhoods.

Dining out: In the course of a month, 69 percent of the women in this five-city study had at least one evening meal in a restaurant. About half of these dined out three times or more. Over half (55 percent) of those eating out did not patronize restaurants in their own neighborhood, but neighborhood dining is more common in bigger cities than in smaller cities.

How newspaper works: 77 percent of the men and 81 percent of the women said newspapers are "the best kind of store advertising." Three out of four shoppers in the store today read a newspaper yesterday.

* A 1975 survey by Response Analysis Corp., Princeton, N.J., financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"Psychographics of the Newspaper Audience"*

Previous research has established that no matter whether one defines the market for a product in terms of age, income, education, etc., the newspaper has the broadest coverage. Now this is demonstrated as well in terms of psychographics, a measurement system widely used by ad agencies and national advertisers.

Intensive interviews were conducted with a national sample of 4,000 men and women. The sample was found to divide into 16 psychographic groups, or target audiences, those in each group having similar personalities, life styles, and personal values.

This gives creative guidance for advertisers—how to advertise various product lines so as to appeal to a given group. The study also shows that through newspapers the advertiser can reach these groups more completely than through specialized media.

*A 1973 survey by Behavioral Analysis, Inc., and Commercial Analysts, Inc., financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"What Can One Newspaper Ad Do?"*

One of the largest field experiments ever undertaken to measure advertising effects, this study involved over 2,400 interviews in six typical markets. Chief findings:

1. One national ad in a newspaper has immediate effect on sales of the advertised brand and attitudes toward it.

2. An ad singles out and communicates best to those most likely to be customers.

3. Newspaper advertising is highly efficient in any comparison with television.

More specifically, on the first point: An ad for a particular brand boosts sales for the whole commodity category by 15 percent; increases sales of the advertised brand by 16 percent; increases the brand's share of the market by 10 percent; increases the proportion of those who would pick the brand "next time I buy" by four percent.

*A 1969 survey by Opinion Research Corp. financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"When People Want to Know. . . Where Do They Go to Find Out?"*

Samples of news, editorial and advertising material—some 240 items in all—were culled from the four major media (newspapers, magazines, television and radio). Each item was condensed to a one- or two-sentence description on a flash card. The medium in which it appeared was not identified. Respondents were asked: "Which medium would you turn to to find out more about this subject?" Newspapers were the favored source for three out of five news and editorial items and three out of five advertising items.

*A 1967 survey by Opinion Research Corporation financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"The Retail Customer: How, When and Where She Shops and Spends"*

This major study charted the dynamics of the retail market from interviews with 10,382 women twice in successive weeks in five cities of varying sizes across the country. Data included buying behavior with respect to 145 kinds of commodities.

1. America's huge volume of retail sales is generated from relatively small percentages of women planning, shopping, and spending in any week.

Only seven out of 100 women interviewed in Week I said they planned to buy a dress soon. Only five out of a hundred shopped for a dress. Only three out of a hundred bought. This means retailers must reach 3,330 women to find those who will buy every 100 dresses sold in a week in all stores in town.

The same principle faces all retailers. In major appliances, only six out of 1,000 women bought in a sample week. Therefore, 16,700 women must be reached to sell every 100 major appliances sold in all stores in town in a week.

2. Priority of items on a customer's "plan-to-buy" list changes constantly. Thus, the retail market changes daily.

Top-of-the-mind readiness to buy ("I plan to buy it soon") accounts for only 26 percent of the general merchandise items that are bought during the shopping week. Three out of four of the 28,474 purchased items were not mentioned as "plan-to-buy-soon" items just one week earlier.

3. The effect of increased newspaper advertising was measured store by store and customer by customer in five categories of merchandise.

Stores which increased their newspaper linage at least 10 percent from Week I to Week II developed a 12 percent greater rate of follow-through from plans to store visits than stores with no linage increase.

*A 1966 survey by Opinion Research Corp., supervised by Newspaper Advertising Bureau, financed by the newsprint companies of the Newsprint Information Committee.

Prospects See Twice as Many National Ads as Non-Prospects*

- Newspapers are read systematically. 82% of the pages carrying national advertising of 100 lines or larger are opened and scanned by the average reader.
- The mass exposure opportunity represented by this 82% page opening is remarkably consistent for men and women of all ages, income, education, and geographical location.
- Because of this high page opening, and allowing for varying ad size, there is no real difference between

one product category and another in the likelihood that the reader will open the page carrying the ad, stop, and read something on that part of the page where the ad appears.

- Each reader searches through the newspaper for information that is relevant, interesting, and meaningful to him.
- Real prospects for a product, those who buy a product often and find its use pleasant and interesting, are twice as likely as non-prospects to report seeing and looking for ads.

*Source: "A Study of the Opportunity for Exposure to National Newspaper Advertising" by Audits and Surveys, Inc. for the Newspaper Advertising Bureau, financed by Newsprint Information Committee (1964).

How Editorial Environment Affects Page-Opening, Reading*

Ad Location	Page-Opening		Reading	
Percent of all National advertising which appears in each section	Percent of all readers who open average page		Percent of page openers who read one or more items	
Section	Men	Women	Men	Women
General News 51%	82%	88%	64%	63%
Sports. 18	85	69	60	38
Food, fashion 8	73	88	42	70
Business, finance . . .4	77	68	54	42
Radio, TV 3	83	80	68	65
Society 2	81	94	43	68
Amusements. 2	84	90	62	52
All other 13	80	85	52	60

*Source: "A Study of the Opportunity for Exposure to National Newspaper Advertising" by Audits & Surveys, Inc. for the Newspaper Advertising Bureau, financed by Newsprint Information Committee (1964).

"Repetition in Newspapers"*

Results of an intricate field experiment showed that the more an advertising message is repeated, the more slowly it will fade from the consumer's memory once the campaign has ended. Sometimes this sustained effect will continue long after the ads have stopped appearing.

*A 1963 survey designed, analyzed and tabulated by the Harvard Business School, financed by the Canadian newsprint companies making up the Newsprint Information Committee, and supervised by the Newspaper Advertising Bureau.

"The Daily Newspaper and Its Reading Public"*

This survey revealed that 83 percent of the public have talked about stories they saw first in a newspaper; 53 percent within the past three months had saved an item of some sort from a newspaper; and 28 percent had clipped an advertisement, with more than half of them later buying the advertised product.

*A 1961 survey by Audits and Surveys, Inc., financed by the Canadian newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

HOW U.S. MEDIA SHARED ADVERTISING EXPENDITURES

Source: McCann-Erickson, Inc.
($000,000)

	1987	1986	1977
Newspapers ...	$29,412	$26,990	$10,751
Magazines	5,607	5,317	2,162
Television	23,904	22,881	7,612
Radio	7,206	6,949	2,634
Others.....	43,521	40,003	14,281
TOTAL	$109,650	$102,140	$37,440

All production costs included.

U.S. TREASURY DEPT., CUSTOMS SERVICE TARIFF CLASSIFICATION STANDARD NEWSPRINT PAPER

(Ed. Note: Following is the U.S. Customs Service's description of duty-free standard newsprint, published as Treasury Decision 56349 dated Jan. 28, 1965 and incorporating T.D. 68-265 (20) dated Oct. 1, 1968.)

The test for determining whether a paper is classifiable as standard newsprint paper under Item 252.65 is whether at the time of its importation the paper is of that class or kind chiefly used in the United States in the printing of newspapers.

Chief use is determinable by the use in the United States at, or immediately prior to, the date of importation, in accordance with General Interpretive Rule 10(e)(i) of the General Headnotes and Rules of Interpretation of the Tariff Schedules of the United States, which provides:

> 10(e) In the absence of special language or context which otherwise requires—
>
> (i) a tariff classification controlled by use (other than actual use) is to be determined in accordance with the use in the United States at, or immediately prior to, the date of importation, of articles of that class or kind to which the imported articles belong, and the controlling use is the chief use, i.e., the use which exceeds all other uses (if any) combined;

The Bureau is presently of the opinion that most papers which conform substantially to the following descriptive specifications:

> **Weight:** 500 sheets each 24 by 36 inches not less than 28½ pounds nor more than 35 pounds. **Size:** rolls not less than 13 inches wide and 28 inches in diameter. Sheets not less than 20 by 30 inches. **Thickness:** not over .0042 inch. **Sizing:** time of transudation of water shall be not more than 10 seconds by the ground glass method. **Ash Content:** not more than 6.5 percent. **Color and Finish:** white; or tinted shades of pink, peach or green in rolls; not more than 50 percent gloss when tested with the Ingersoll glarimeter

are of that class or kind of papers chiefly used in the printing of newspapers in the United States and are, accordingly, classifiable as standard newsprint paper under item 252.65, Tariff Schedules of the United States, so long as the existing conditions of chief use prevail.

PAGES IN A ROLL

Newsprint is now being delivered in both English units and metric units. Using the English system, the number of newspaper pages on one side of the sheet in a newsprint roll may be estimated with the following formula:

$$\text{Number of pages} = 432{,}000 \times \frac{A}{(B)\ (C)\ (D)}$$

Where A = Weight of roll in pounds
B = Width of page in inches
C = Length (cutoff) of page in inches
D = Basis weight in pounds (weight of 500 sheets 24 × 36 inches)

*Please refer to footnote.

If newsprint specifications are in metric units and the page width and length are measured in inches, the following formula is useful:

$$\text{Number of pages} = 1{,}550{,}000 \times \frac{A'}{(B)\ (C)\ (D')}$$

Where A′ = Weight of roll in kilograms
B = Width of page in inches
C = Length (cutoff) of page in inches
D′ = Grammage (weight in grams of one sheet measuring one square meter)

*Please refer to footnote.

When all measurements are in metric terms, the following formula applies:

$$\text{Number of pages} = 10{,}000{,}000 \times \frac{A'}{(B')\ (C')\ (D')}$$

Where A′ = Weight of roll in kilograms
B′ = Width of page in centimeters
C′ = Length (cutoff) of page in centimeters
D′ = Grammage (weight in grams of one sheet measuring one square meter)

*Please refer to footnote.

*Multiply the result by 2 to determine the number of printed pages (both sides of the sheet) in a newsprint roll.

Source: ANPA

SUMMARY OF CONVERSION FACTORS

Inches to centimeters	multiply by	2.54
Pounds to kilograms	divide by	2.2046
Short tons to metric tons	divide by	1.1023
Basis weight to grammage	multiply by	1.627
Centimeters to inches	divide by	2.54
Kilograms to pounds	multiply by	2.2046
Metric tons to short tons	multiply by	1.1023
Grammage to basis weight	divide by	1.627

TYPICAL NEWSPRINT ROLL DIAMETERS, METRIC

Inches	Centimeters	Inches	Centimeters
45	114.3	39	99.1
42	106.7	38	96.5
40	101.6	36	91.4

TYPICAL NEWSPRINT ROLL WIDTHS, METRIC

Inches	Centimeters	Inches	Centimeters
60	152.4	34	86.4
59	149.9	32	81.3
58	147.3	31	78.7
56	142.2	30	76.2
55	139.7	29	73.7
		28	71.1

TYPICAL BASIS WEIGHTS, GRAMMAGE

Basis Weight Lbs./Ream	Grammage g/m²	Basis Weight Lbs./Ream	Grammage g/m²
24	39.05	30	48.82
25	40.68	31	50.45
26	42.31	32	52.08
27	43.94	33	53.70
28	45.57	34	55.33
29	47.19	35	56.96

ASSOCIATION MEETINGS

American Newspaper Publishers Association, April 24-26, 1989, Hyatt Regency, Chicago.

ANPA/TEC '89™, June 10-14, 1989, New Orleans Convention Center and Rivergate Exhibition Center, New Orleans.

California Newspaper Publishers Association, Feb. 16-18, 1989, Fairmont Hotel, San Francisco.

Canadian Daily Newspaper Publishers Association, Sept. 28, 1988, Ramada Renaissance, Saskatoon, Saskatchewan; April 5, 1989, L'Hotel, Toronto; Sept. 20, 1989, Prince Edward Hotel, Charlottetown, Prince Edward Island.

Inland Daily Press Association, Oct. 16-18, 1988, Drake Hotel, Chicago; Feb. 25-March 1, 1989, Westin La Paloma, Tucson, AZ; Oct. 23-25, 1989, Drake Hotel, Chicago.

International Circulation Managers Association, June 25-28, 1989, Opryland Hotel, Nashville, TN.

International Newspaper Advertising and Marketing Executives, Jan. 22-25, 1989, Hilton Hotel, San Francisco; July 23-26, 1989, Westin-Copley Plaza, Boston.

International Newspaper Financial Executives, Oct. 23-26, 1988, Queen Elizabeth Hotel, Montreal; May 14-17, 1989, Marriott Harbor Beach Hotel, Ft. Lauderdale; Oct. 15-18, 1989, The Fairmont, San Francisco.

International Newspaper Marketing Association, May 30-June 2, 1989, J. W. Marriott, Washington, D.C.

National Newspaper Association, Oct. 26-29, 1988, Marriott Hotel, San Antonio, TX; Oct. 25-28, 1989, Hyatt Regency, Atlanta.

Southern Newspaper Publishers Association, Oct. 16-19, 1988, Boca Raton Hotel and Club, Boca Raton, FL; Oct, 8-11, 1989, The Greenbrier, White Sulphur Springs, WV.

Suburban Newspapers of America, June 27-30, 1989, Westin Seattle, Seattle, WA.

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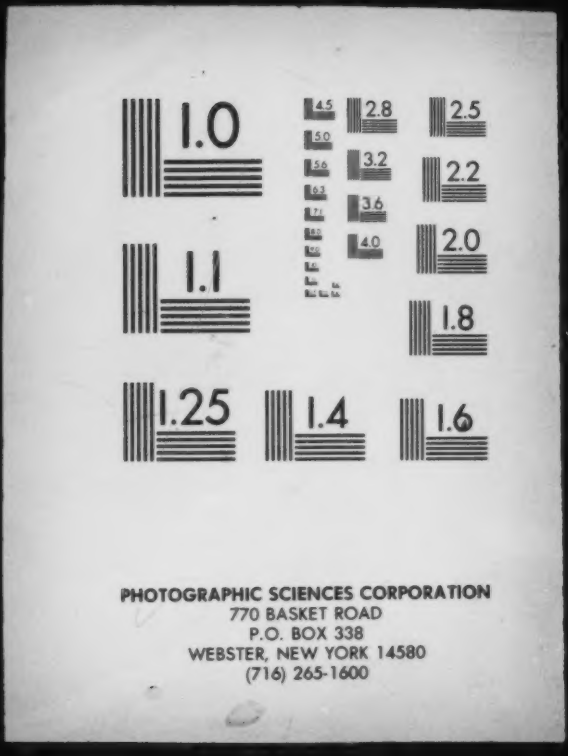

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